R J Reynolds Tobacco Company

R. L. (BOB) FIORI Account Executive

Winston-Salem, NC 27102
336-741-2564
Fax 336-741-7120

March 17, 1998

Dave Wilmesher Jim Best Rick Sanders Pat Cundari

Attached is a proto-type brochure developed by Mclane Company for use in presenting to retailers.

The attached letter to Bryan Stockdale from Terry Kailey is self explanatory. I felt you should be aware of this, so when it hits the street you will have some insight to what Mclane is presenting to retailers.

Should you have any questitions, please call.

Thanks

Bob

Bob Fiori

cc:JVM PAL Alan Cariel.

51847 8082